



15 May 2017

Honorable Mayor and City Council
City Management & Staff
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, CA 90254

RE: Request for Partnership on Seasonal Community Commitments

The Hermosa Beach Chamber of Commerce and Visitors Bureau annually funds several events and citywide seasonal decorations throughout Hermosa Beach. These traditions originally were owned and executed by the City and as the City's budget needs evolved, the Chamber took responsibility for the Christmas Tree Lighting, New Year's Eve Celebration and the installation of seasonal pole banners, cross-street decorations and the commercial tree on the pier head.

The Chamber took over the holiday decorations in 2010, New Year's Eve in 2012 and the Tree Lighting in 2013. All are funded by revenue generated from the Fiesta Hermosa.

In January 2017, the professional service that installs and removes the holiday decorations (ALBD) notified us of numerous electrical and structural issues with the Christmas tree, which is at least 10 years old to our knowledge as we inherited it in 2010. Preliminary research on new commercial trees resulted in an average MSRP of about \$1,000 per linear foot; purchasing a 20-foot tree will run over \$20K with tax and delivery.

Over time, expenses have increased mainly due to hourly labor rates, additional security personnel, and enhancements to the programs, such as the band staging for the Tree Lighting.

The holiday season in Hermosa is exciting, familiar and inclusive, and has emphasized a fun-for-all-ages family atmosphere the last few years. The Chamber is proud to have initiated many of those changes and will continue to work closely with the City, sponsors and residents to maintain the highest standard of safety and entertainment.

At this time, we request the City partner with the Chamber to share the costs of replacing the Christmas tree and installation of the holiday decorations around the City. As sponsorship becomes increasingly difficult to secure and costs rise, the Chamber remains deeply invested in our commitment to quality.

Respectfully,
Kimberlee

Kimberlee MacMullan
President/CEO

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